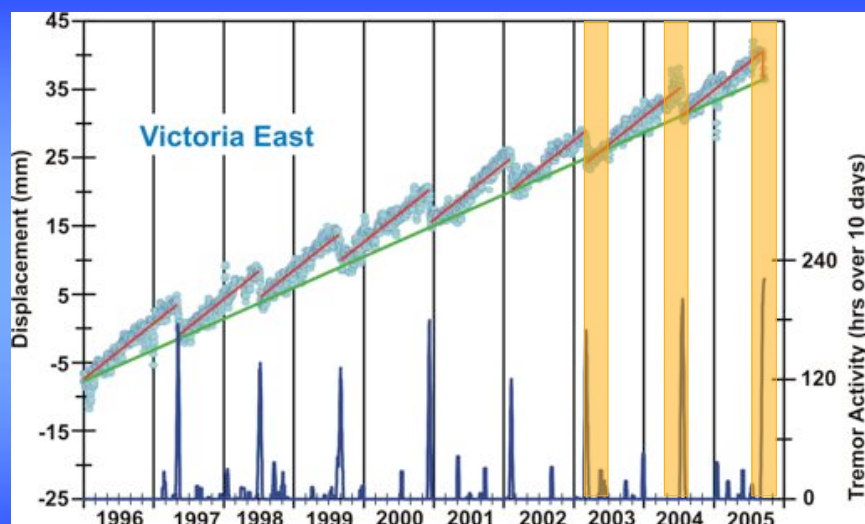


# Communicating ETS to the Media and the Public: the Canadian Experience

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## Continued Regularity of ETS in the Victoria Area



Orange bands show 2-sigma predicted time windows

## At the start of each ETS event:

- Briefed Emergency Organizations.
- Briefed senior management in GSC
- Posted a headline on our web page
- Issued a press release “research note”

## Selected Headlines from 2005 ETS

- Vancouver Island is on the move and seismologists are on alert
- Vancouver Island seismic event could help predict earthquakes.
- Slow motion earthquake gently jiggles west coast.
- Vancouver island tremor and slip moves island millimetres nearer Japan.
- Scientists find Island shifting like clockwork.
- Tremors may mean big one is on its way

## In the End: An Economic Impact for ETS



*Raeside, Victoria Times Colonist, Sep. 16, 2005*

## Selected headlines from 2007 ETS

- Vancouver Island seismologists say west coast quake risk up but still low.
- Shaky week for Vancouver Island
- **BC put on alert for huge earthquake**
- Window open for major quake
- Vancouver Island quake more likely
- Earthquake warning in British Columbia

## A useful metaphor

Compare risk of an earthquake to chance of having an accident while driving

i.e. probability low

Compare risk of an earthquake during an ETS event to chance of having an accident in rush hour.

i.e. probability higher but still low